



# NEWS



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**FOR IMMEDIATE RELEASE**

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## Media Advisory

### **CHP, LOCAL LAW ENFORCEMENT LAUNCH STATEWIDE EFFORT TO CRACK DOWN ON DISTRACTED DRIVING**

The California Highway Patrol (CHP) and its traffic safety partners have marked April as National Distracted Driving Awareness Month by kicking off a monthlong campaign to deter drivers from losing focus on the state's roadways. The monthlong enforcement and education campaign includes hundreds of California law enforcement agencies and features the first, multi-day statewide enforcement effort targeting distracted drivers.

**WHO:** Senator Joe Simitian, D- Palo Alto

Joe Farrow, Commissioner, California Highway Patrol

Christopher J. Murphy, Director, California Office of Traffic Safety

Tom Torlakson, Superintendent of Public Instruction

Parents whose daughter was killed in a distracted driving crash

Representatives from the California Department of Transportation (Caltrans),  
Department of Motor Vehicles, California Police Chiefs Association, California  
State Sheriff's Association and Impact Teen Drivers

**WHEN:** 10 a.m., Monday, April 4, 2011

**WHERE:** CHP Academy, 3500 Reed Avenue, West Sacramento

**VISUALS:** Distracted driving demonstration by CHP officers; ride along in the car while officers demonstrate the dangers of driving while distracted. See the vehicle of victim who was killed in a distracted driving crash

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